

Message Text

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PAGE 01 WARSAW 00613 310353Z

21

ACTION EUR-12

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FM AMEMBASSY WARSAW
TO USDOC WASHDC
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C O N F I D E N T I A L WARSAW 0613

E.O. 11652: GDS
TAGS: EGEN, PINT, PL
SUBJECT: VICE PREMIER PYKA ASKS U.S. HELP IN MODERNIZING POLISH
MERCHANDIZING

REF WARSAW 0414 (NOTAL)

1. VICE PREMIER PYKA INFORMED ME JANUARY 23 THAT, IN HIS NEW
ROLE AS CHAIRMAN OF THE DOMESTIC MARKET COUNCIL, HE HOPES TO
UTILIZE THE EXPERTISE OF U.S. FIRMS IN MODERNIZING POLISH
MERCHANDIZING METHODS. HE WAS NOT VERY PRECISE ABOUT THE TYPE
OF ASSISTANCE HE WANTED, BUT SAID THAT MERCHANDIZING METHODS
IN POLISH DEPARTMENT STORES AND SUPERMARKETS WERE SO ANTIQUATED
THAT MUCH NEEDED TO BE DONE TO IMPROVE THEM. PHKA NOTED THAT
DISCUSSIONS WERE UNDER WAY WITH FRENCH, SWEDISH, AND GERMAN
FIRMS, BUT NOTHING VERY SATISFACTORY HAD EMERGED AS YET. HE
SAID THAT THE EMBASSY SHOULD DISCUSS DETAILS OF HOW WE MIGHT
RESPOND TO HIS REQUEST WITH VICE MINISTERS KOSTRZEWSKI OF
INTERNAL ECONOMY AND DLUGOSZ OF FOREIGN TRADE. HE ADDED THAT
HE WOULD MAINTAIN A VERY PERSONAL INVOLVEMENT IN THE PROGRESS
OF OUR RESPONSE TO THIS REQUEST. AT SOME LATER DATE
WHEN SUFFICIENT PROGRESS HAD BEEN MADE WITH U.S. FIRMS,
PYKA SAID HE WOULD LIKE TO VISIT THE UNITED STATES TO
REVIEW THE STATUS OF U.S. PROPOSALS AND TO SEE
EXAMPLES OF MODERN MERCHANDIZING METHODS.

2. COMMENT: PYKA OBVIOUSLY RELIZES THAT HE HAS UNDER-
TAKEN A DIFFICULT JOB IN ASSUMING RESPONSIBILITY FOR
DOMESTIC MARKET SUPPLIES. HE APPARENTLY BELIEVES OR
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PAGE 02 WARSAW 00613 310353Z

HOPES THAT MODERN TECHNOLOGY CAN MAKE THIS PROBLEM EASIER

TO SOLVE. END COMMENT.

3. WHILE I AM NOT SURE HOW MODERN MERCHANDIZING TECHNIQUES CAN MAKE CONSUMERS HAPPIER IN A STATE-RUN ECONOMY, I BELIEVE THERE IS A REAL OPPORTUNITY HERE FOR U.S. FIRMS TO MAKE SOME SALES OF TECHNOLOGY AND EQUIPMENT.

4. IN A SEPARATE COMMUNICATION, I AM ASKING BROOKS MCCORMICK TO TRY TO INTEREST SEARS ROEBUCK IN SENDING A REALTIVELY HIGH-RANKING MERCHANDIZING EXPERT TO WARSAW TO SURVEY THE SITUATION AND MAKE A RECOMMENDATION ON HOW THE POLES SHOULD PROCEED.

5. ACTION REQUESTED: WHILE THE EMBASSY ATTEMPTS TO GET MORE PRECISE INFORMATION ABOUT THE POLISH GOVERNMENT'S REQUIREMENTS IN THIS AREA, I WOULD APPRECIATE RECEIVING USDOC'S IDEAS REGARDING U.S. FIRMS WHICH MIGHT RESPOND TO PYKA'S REQUEST.
DAVIES

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NNN

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